



## America's FIRST Twin-Lens Reflex Camera With \$50 Features—Low **argus** Price

The New Argoflex Gives You Many of the Features Formerly Found Only on More Expensive Imported Cameras—at an Amazing Saving

Be sure to try this beautifully-made camera now. Ask your dealer to show you its many features. Try it yourself and see how the convenient full-sized ground glass focusing puts pleasure and fun in your picture-taking.

In spite of its low price, the Argoflex is equipped with two fast f:4.5 lenses. Because they are *identical* lenses, you see what you shoot and you get what you see.

The Varex lens and automatic shutter with speeds from 1/10 to 1/200 makes the

Argoflex ideal for anything from painstaking pictorial work to high speed sport shots.

The built-in magnifying glass is an aid in securing critically sharp focus. The full-sized  $2\frac{1}{4} \times 2\frac{1}{4}$  prints can be mounted in your album without further enlargement, and are economical to buy at your druggist or camera shop.

The Argoflex uses standard 620 Eastman, or Agfa B2 or PB20 film—buy it any place. Use it any place.

Indoors or out, for your family, for your hobby, for your vacation, you will want the Argoflex—see it at your Argus dealer.

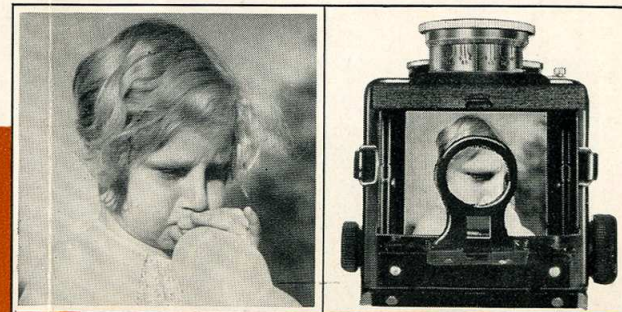
Beautifully worked genuine leather carrying case available for the Argoflex. Price \$5.00. See back of folder for other accessories.

*This is what you see on the full size Argoflex ground glass.*

*Built-in magnifier helps you focus, easily—quickly.*

ONLY  
**\$35**  
Complete with Leather Carrying Strap

USES  
STANDARD  
FILM





*Designed and  
Built for*  
**YOU**

- Full-sized image—you see the picture as it appears on your finished print.
- Uses standard film obtainable anywhere. Fast, economical finishing service at thousands of drug stores and camera dealers everywhere.
- Crisp Varex lens and high speed automatic shutter for photography under all conditions.
- Three convenient methods of focusing make the Argoflex adaptable to pictorial, sports, or any other work. (See below.)



**CARRYING  
CASE**

You will want this handy accessory to protect your camera from dust, weather and accidental dropping. A beautifully worked deluxe leather carrying case, made of genuine top-grain 4 oz. leather. So designed that your camera is instantly accessible for those fast snap-shots. Equipped with the regulation length shoulder strap. Part No. CE-50—Price \$5.00.



**ARGOFLEX  
LENS  
ACCESSORY  
KIT  
\$9.95**

A smart, compact leather zipper case containing a combination filter mount and lens shade, 2X yellow filter, 3X green filter, 4X yellow filter, 5X red filter, portrait attachment and cable release. Filter mount may be used with or without sunshade. Complete kit \$9.95.

**OTHER ARGOFLEX ACCESSORIES**

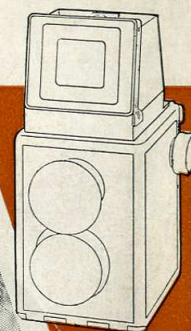
Portrait Attachment (mounted)*	\$1.50
2X Yellow Filter (mounted)*	1.75
4X Yellow Filter (mounted)*	1.75
Cable Release	.40

\*Can be used separately, but not with sunshade or other items in accessory kit.

**INTERNATIONAL RESEARCH CORPORATION**  
ANN ARBOR, MICHIGAN

Form E

*The New*  
**ARGOFLEX**  
**MODEL E**



**argus**  
U.S.A.

**2 1/4 x 2 1/4  
TWIN LENS  
REFLEX**

PRINTED  
IN U.S.A.